

Consumers Adopt Attitude Of 'Wait and See' to Buy

By REYNOLDS KNIGHT
The nagging awareness of ever-rising prices is inducing a "wait-and-see" attitude on the part of the consumer.

This is the recent finding of an independent survey of the buying moods of the United States public.

The study found that with prices so much on the consumers' minds their buying plans were moving sideways as opposed to the "normal" volatile swings in temperament.

One bright note was registered, however. Expressed intentions to buy new cars showed up somewhat more frequently than they did a year ago.

THE ANSWER for this, in part, lies in a steadily rising disposable personal income — a key factor in buying.

Consumers are sitting tight, however, on buying plans for household durables. This indicator has remained in a relatively narrow range for the last two years.

One oddity in the survey's findings was that the tax surcharge has had little or no effect on people's buying or saving intentions.

CHESTER WENZEL, president of the Wenzel Tile Co. in Trenton, N.J., says an expected boom in home-building activity has been delayed as a result of the recent increase in the prime interest rate by the nation's major banks to a record high 7 per cent.

The prime rate is the basic interest charge on loans to the most credit worthy corporations. It will likely make mortgages generally harder to obtain.

Wenzel recently assumed the office as president of the Tile Council of America, the trade association representing the nation's leading ceramic tile manufacturers.

HE SAID he is "cautiously optimistic" about the future of the economy, the housing industry and the ceramic tile industry.

The trade association executive also points out: "The demand for housing is so strong that harder-to-get mortgages will probably only delay, for a short while, an inevitable housing construction boom."

As for the ceramic tile industry, Wenzel, who's also chairman of the board of Trenton's Security National Bank, says its future is keyed to the future of the housing industry.

He notes that a more than 15 per cent increase in the housing starts rate in 1968 was paralleled by a more than 11 per cent increase in the apparent domestic consumption rate of tile. "And," he concludes, "in '69 the tile consumption rate should increase moderately along with the housing starts rate."

Dominguez Announces Scholars

Twenty-five area residents have been named to the Dean's Scholars List at Dominguez Hills State College. For such recognition, students must maintain at least a 3.5 (B-plus) average or higher in not less than 12 units of classes.

Those named from Torrance are Norma L. Anderson, Kristen T. Bertelson, Margaret Douglas, Gail Fitzpatrick, Robert L. Garry, Michael Green, John R. Langley, Hiromasa Makino, Esther L. Mamiya, Margaret A. Nelson, Irene A. Peterlin, Elizabeth J. Shaw, and Robert S. Triplitt.

Carson scholars honored are Laurena L. Admire, Thomas Crawford, Angela Edwards, Leslie A. Fontana, and Kenneth S. Fujimoto.

Redondo Beach Residents who made the list are Timothy H. Brown, Susan Gladhill, Edward Kerr, Earl Plowman, Thomas M. White, and Nancy C. Zuckerman.

John D. Elofson of Lomita was also named to the list.

Highway Taxes Paid by State

SACRAMENTO — Los Angeles County has received \$3,634,955 as its share of highway users taxes for the month of January.

A total of \$11.2 million was distributed to counties this week by State Controller Houston I. Flourney.

BITS O' BUSINESS — in 1968 the number of U.S. tourists intending to head for Europe rose above the level of 1967 but the year-to-year percentage rise was down sharply. Earlier estimates of passport applications put the level at 1.7 million. The figure through Nov. 19 was 1.6 million. By contrast, the number of visitors to the Caribbean con-

tinued to strain available facilities. **AUTOMOTIVE** safety has been advanced, according to officials of Brog-Warner Corp., by the introduction of a skid control system said to provide greater vehicle stability and shorter stopping distances than conventional brakes. The system, which was devel-

oped by the company, is "essentially an electro-mechanical imitation of what a skilled driver does when he pumps his brakes, alternately applying and releasing the brake pedal," according to B. O. F. Warner's president James F. Bere. "The skid control system can do it much faster and more efficiently, however, as it is able to pump the

brakes several times a second." Maximum vehicle deceleration occurs if all wheels are braked hard enough to reach the point of "impending skid" at the same time but do not lock, Bere explained. "IT IS THE point at which any further increase in brake

pressure will cause the wheels to lock. When conventional brakes are pressed too hard, they lock the wheels and the car skids, which extends its stopping distance and can throw it out of control," he said. "Our skid control system prevents this by automatically pumping the rear brakes several

times a second when the wheels are about to lock. It can reduce stopping distances on almost any road surface by some 3 to 15 per cent, and helps keep the vehicle 'in line' during the stop."

THINGS TO COME — According to sports industry sources, "solid-state" golf balls will account for "at least 50 per cent" of the golf balls to be sold in the U.S. for the next five years. Golfers were introduced to the ball about three years ago. It's a ball that consists of one homogeneous core material instead of the winding of tissue-thin rubber around a liquid or steel center golf ball.

SAFEWAY BRAND SALE

REACH FOR THESE BRANDS THAT SAVE YOU MONEY!



Already Ground Safeway Coffee Freshly Brewed Coffee Rich Robust Flavor 2 1/2-lb. bag 98¢	Truly Fine Facial Tissue Soft and Absorbent. White and Apricot Pastel Shades. 5 pkgs. of 200 \$1.00	Cragmont Diet Beverages Low Cal or Regular—Choice Of Many Popular Flavors. Plus Deposit 8 quart bottles \$1.00	Town House Vegetables & Fruit Golden Cream Style or Whole Kernel Corn, Green Peas, Peas or Stewed Tomatoes, Fruit Cocktail (Sliced or Regular Beans 4 for \$1) 5 16-oz. cans \$1.00
Town House Tomato Juice 4 46-oz. cans \$1.00	Town House Fruits Peaches, Apricots, Pear Halves, Grapefruit Sections 4 for \$1.00	Town House Tomato Soup Vegetable Soups 10 10-oz. cans \$1.00 8 8-oz. cans \$1.00	Empress Pure Fruit Preserves Old Fashioned—Apricot, Apricot-Pineapple, Peach, or Strawberry—Your Choice 20-oz. jar 49¢
Creamy-Smooth NuMade Mayonnaise Creamy-Smooth Texture. For Sandwiches or Salads. quart jar 49¢	Poly-unsaturated NuMade Salad Oil The "Light Oil" It's Poly-unsaturated—For Salad or Frying 24-oz. bottle 39¢	Lalani Brand Pineapple Juice From Hawaii—Cool and Serves 2. Anytime. Refreshing Flavor. 5 46-oz. cans \$1.00	Town House Catsup Made From Real Tomatoes. Low in Price. 5 14-oz. bottles \$1.00 Tomato Sauce Use in Your Favorite Cooking Recipe. 12 8-oz. cans \$1.00

BUY...TRY...COMPARE!

It pays to use the brands which wear the famous S mark on their labels. They are a family of top quality products which we manufacture ourselves or which are made for us by some of the most responsible companies in this country. All are made under rigid quality specifications. All carry Safeway's Money Back Guarantee. We sell them for less because they cost us less. It's as simple as that! Buy at special sale prices this week.



Ice Milk
Lucerne Quality
Low in Calories—High in Equipment. Here's Real Good Flavor And Satisfaction. Wonderful For Home, Milk Shakes. Safeway Guaranteed to Please.

Gallon 89¢

Cream Pies 29¢
Fruit Pies 29¢
Bel-air Vegetables 2 49¢
Meat Pies 5 100¢

BANK ON THESE BRAND FEATURES!

- S Chunk Tuna** 4 8 1/2-oz. cans \$1.00
- S Applesauce** 3 28-oz. jars \$1.00
- S Dried Beans** 2 1/2-lb. bags 29¢
- S White Rice** 2 1/2-lb. bags 39¢
- S Fresh Snaps** 2 1/2-lb. bags 49¢
- S Dill Pickles** 22-oz. jar 39¢
- S Peanut Butter** 16-oz. jar 49¢
- S Apple Juice** 1/2-gallon bottle 29¢
- S Pineapple** 3 20-oz. cans \$1.00
- S Beets** 6 1/2-lb. cans \$1.00
- S Detergent** 3 3-lb. boxes \$1.00
- S Crackers** 4 1/2-lb. boxes \$1.00
- S Soap** 10 10-oz. boxes 59¢
- S Cleanser** 2 2-lb. boxes 25¢
- Foil Wrap** 4 1/2-lb. rolls \$1.00
- Dressings** 4 8-oz. bottles \$1.00
- Bleach** 3 3-lb. boxes 39¢
- Dry Milk** 1 1/2-gallon can 79¢
- Crackers** 4 1/2-lb. boxes \$1.00



Fully Cooked Hams
Luer's Shank Portion
Butt Portion **59¢**
lb. **45¢**
Ham Slices **99¢**
Center Cuts To Pan-Fry
From Lean And Tender Eastern Grain Fed Pork

Fresh Fryers
Golden Cornish Cross Grade A
Pump, Tender And Meaty. Low In Price!
Out-Of Fryers **29¢**
Fryer Breast **35¢**
WHOLE BODY **29¢**
Fryer Breast **69¢**

Boneless Steak 98¢
Beef Rib Steak 98¢
Top Sirloin \$1.59
Boneless Roast 79¢

Pork Steak 69¢
Veal Chops 69¢
Leg of Lamb 89¢
Lamb Chops 98¢

Frankfurters 49¢
Jumbo Bologna 49¢
Sliced Bacon 59¢
Savory Hickory Smoked 69¢

Luer Sausage 29¢
Swift Sausage 65¢
Swift Sausage 65¢

Turkey Drumsticks 33¢
Turkey Hindquarters 33¢
Turkey Necks 20¢

Additional Meat Manager's Features!
Corned Brisket 79¢
Corned Brisket 89¢
Veal Patty Steaks 79¢
Fish Sticks 39¢
Perch Fillets 59¢

HEALTH & BEAUTY
Hair Spray 49¢
Mouthwash 29¢
Hair Shampoo 29¢

1 Vitamin Sale
Buy One Bottle At Regular Price—Get 2nd Bottle For 1/2 Price!
Safeway Multiple Vitamins
Buy A Bottle For \$1.39 Get 2nd Bottle For 79¢
Multiple Vitamins Buy 3 for \$3.48 Buy 4 for \$4.64 Buy 5 for \$5.80
Vitamins & Minerals Buy One Bottle At Regular Price—Get 2nd Bottle For 1/2 Price!
Chewable Vitamins Buy 3 for \$3.48 Buy 4 for \$4.64 Buy 5 for \$5.80

FRESH BAKED BUYS
Bread Sale
Mrs. Wright's White or Wheat—Sandwich or Bag. Easy Open and Easy Close.
3 14-oz. loaves **\$1.00**
Diet Bread 14-oz. loaf 29¢
Pound Cake 2-lb. loaf 29¢

Dairy & Delicatessen
Cottage Cheese 29¢
Lucerne Sour Cream 49¢
Sour Half & Half 39¢
Mild Cheese 79¢
Margarine 19¢
Biscuits 25¢
Lucerne Salads 3 100¢

BLUE CHIP STAMPS

South American Bananas
Firm And Golden Ripe
Fancy Bananas California—Sweet And Juicy. Tops In Flavor.
lb. **10¢**
8-lb. bag **99¢**

Oranges
Orange Juice 49¢
Tangelos 29¢
Red Apples 29¢
Cauliflower 19¢
Broccoli 19¢
Fresh Celery 19¢
Artichokes 2 for 35¢

Apples 3 69¢
Oranges 4 49¢
Tomatoes 2 29¢
Yellow Onions 3 29¢
Carrots 2 29¢
Green Cabbage 8¢
Grapefruit 8 59¢

TIME TO GET GROWING AGAIN!
LOOK WHAT 99¢ WILL BUY!
• Italian Cypress
• Hawaiian Magic Gladiolus
• Black Pool
• Redwood Mulch
• Tree Fern
• Your Choice
99¢
(Kollag's Nitro Nemas \$1.39)

SAFEWAY

All 177 Safeway Stores in Los Angeles Are Your Authorized Food Stamp Program Dealers

- TORRANCE BLVD. at ANZA TORRANCE
- PACIFIC COAST HWY. at NARBONNE LOMITA
- 1355 N. AVALON at PAC. CST. HWY. WILMINGTON
- CARSON AT WESTERN TORRANCE